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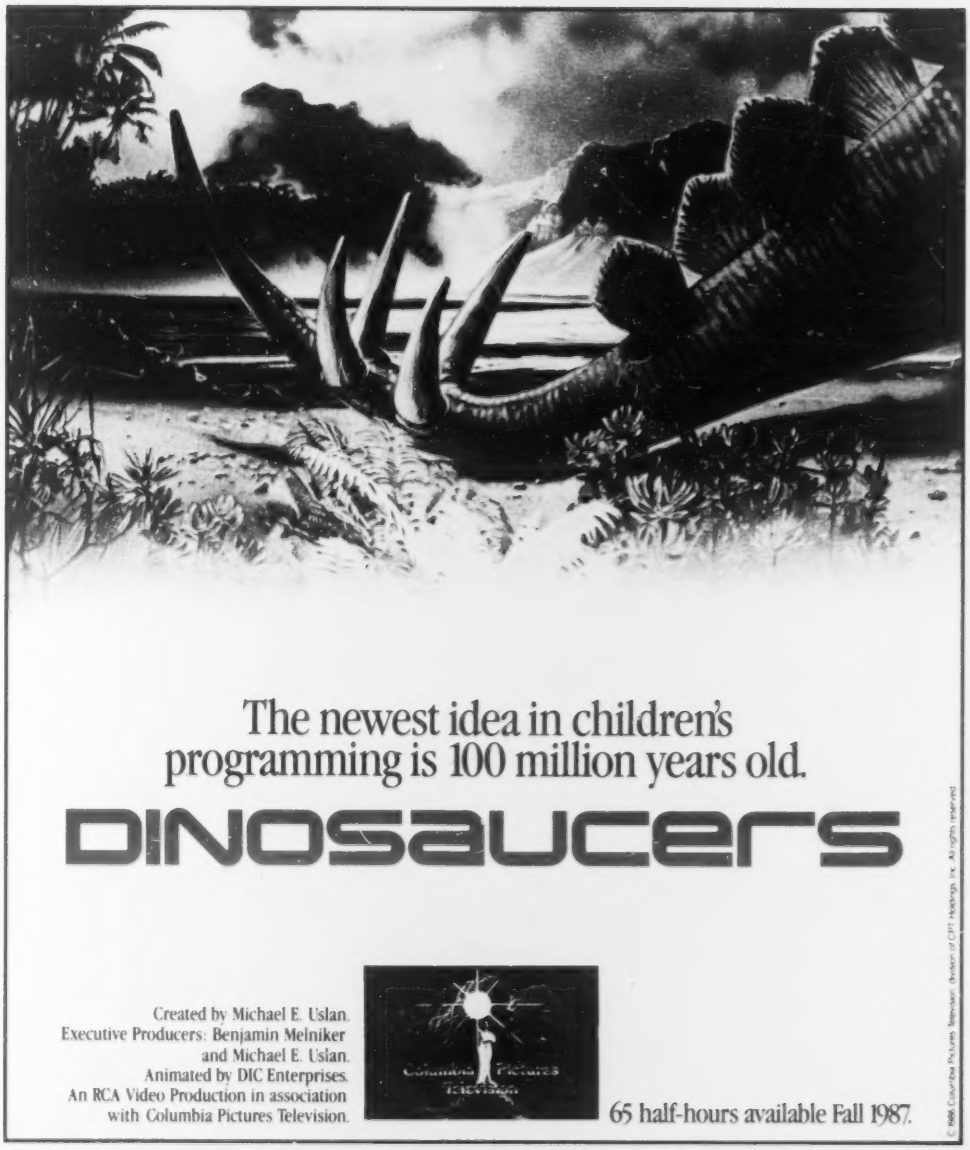
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 3


The newest idea in children's
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DINOSAUCERS
Created by Michael E. Uslan.
Executive Producers: Benjamin Melniker
and Michael E. Uslan.
Animated by DIC Enterprises.
An RCA Video Production in association
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65 half-hours available Fall 1987.
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56th Year 1986

Networks losing ground

No deal

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Vol. 111 No. 18

Broadcasting Nov 3

The course of network HUT levels
Special Report on the BBC's 50th TV anniversary
"At Large" with USIA's Charles Wick

NUMBERS PUZZLE □ Network executives try to pinpoint drop in ratings figures with sampling problems among the suspicions. **PAGE 35.**

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WICK AT LARGE □ USIA director Charles Wick discusses the expansion of Worldnet and charts its role in the world tomorrow. **PAGE 78.**

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Fox continues to shape its schedule

Cosby project among comedies under consideration for company's prime time schedule, next March

Fox Broadcasting Co. has made commitments to a one-hour adventure program and five half-hour comedies for the weekend block of prime time shows it will roll out next March. FBC is still looking for three half-hour comedies to fill out the schedule and is considering a script from Bill Cosby for one of those slots.

Sources in the program community said Cosby sold the concept for the program, with the working title, *London Fog*, to Fox and that a production company known as Wits End Productions has been established by Cosby and Fox to develop several script versions for a pilot. Fox is considering whether to go ahead with a pilot; one source close to the situation said last week it is leaning toward a go-ahead. Bill Cosby would not have an on-camera role in the program and would not be the line producer. However, it is possible he would involve himself with script development of the show, and if it is picked up, he may be listed in the credits as executive producer.

Details of the story line for *London Fog* were sketchy last week, but programing sources say it is about an American family that inherits an English mansion. A spokesman for Cosby confirmed he has sold the concept to Fox, but he could not confirm what Cosby's role would be if Fox picks up the series. The spokesman also said he could not confirm Cosby's participation in Wits End. Sources indicated, however, that Carsey-Werner Productions, which produces *The Cosby Show* in association with Bill Cosby, is not involved in *London Fog*.

Among other projects FBC is considering to fill out its initial prime time block is a comedy developed by Jim Brooks, whose Gracie Films has recently produced two theatrical films for the Fox studio. Hollywood sources said Brooks is trying to keep a lid on the details of his project for FBC, but it is known that it will mix a variety performance element with comedy. It is understood that Brooks has a pilot commitment from FBC, and probably a series commitment.

Among other scripts FBC has under consideration is one from writer/producer Savage . Steve Holland for a program with the working title, *Beans Baxter*. There is no word on the story line. An FBC spokesman said he could not comment on the company's development projects other than those programs that have been announced.

The latest programs to be picked up by FBC include *Married...With Children*, from Embassy Communications, about a lower middle class family—the father is a shoe salesman—whose home life is in disarray. FBC also recently picked up a half-hour

Mets-Sox deliver NBC another win

NBC, bolstered by the World Series, continued shutting out its network competitors by winning the fifth consecutive week of the prime time season. With World Series games three through six, NBC took the week ending Oct. 26 with a 21.7/34—leaving its closest competition, CBS, behind by a full six rating points and nine share points. CBS closed out the week with a 15.7/25. ABC scored with a 14.1/22. Last year it was ABC's win: The network closed the week with a 22.3/34, ahead of NBC's 16.3/25 and CBS's 16.2/25.

In evening news, NBC pushed narrowly ahead of CBS, scoring a 10.9/22 against CBS's 10.8/21. ABC closed with a 10.3/20. Last year, the numbers were: CBS 12.1/23, NBC 10.6/20 and ABC 9.9/20. HUT levels (homes using television) were up slightly this week, standing at 63.7% against last week's 63.5%. This week's HUT was down when compared with last year's 64.9%.

In its steady push towards game seven (played Monday, Oct. 27) the World Series gathered greater shares each night. Game three (Tuesday) racked up a 25.6/40; game four (Wednesday), a 26.0/41; game five (Thursday), a 29.8/47, and game six (Saturday), a 30.3/52. The series finale, game seven—which will be part of the ratings numbers for week six—topped out the list with a 38.9/55.

As high as this final share number was, it was still only one share point higher than ***The Cosby Show***'s season-to-date average of 54. ***Cosby*** held onto first place in the fifth week's numbers with a 35.4/54. Game six took second place while game five took third. CBS's ***60 Minutes*** took fourth with a 26.3/40, while game four took fifth place and game three took sixth. Unless last Thursday's ***Cosby*** scored better than a 38.9/55, NBC will be in the ironic position of having unseated ***Cosby*** from first with its own special programing. Game five, which ran immediately after ***Cosby*** and was the only series game delayed for a prime time show, lost audience share from the sitcom, dropping 5.6 rating points and seven share points to a 29.8/47. Game five ran against ABC's ***Colbys*** (10.7/16) and ***20/20*** (11.3/19) and CBS's ***Knots Landing*** (15.6/23) and ***Kay O'Brien*** (11.4/19).

CBS won Monday, Friday and Sunday. NBC took the rest.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.4/54
2.	World Series, Game 6	NBC	30.3/52
3.	World Series, Game 5	NBC	29.8/47
4.	60 Minutes	CBS	26.3/40
5.	World Series, Game 4	NBC	26.0/41
6.	World Series, Game 3	NBC	25.6/40
7.	Murder She Wrote	CBS	25.3/37
8.	Growing Pains	ABC	21.4/31
9.	Who's the Boss	ABC	21.1/32
10.	Moonlighting	ABC	20.7/30
11.	Newhart	CBS	20.4/30
12.	Dallas	CBS	20.3/33
13.	My Sister Sam	CBS	19.2/28
14.	World Series, pregame 6	NBC	18.6/35
15.	NFL Monday Night Football	ABC	18.5/31
16.	Easy Prey	ABC	18.5/29
17.	Kate & Allie	CBS	18.5/27
18.	Designing Women	ABC	18.5/27
19.	Who is Julia?	CBS	18.4/29
20.	Miami Vice	NBC	17.9/29
21.	Dynasty	ABC	17.8/26
22.	World Series, pregame 3	NBC	17.3/28
23.	Cagney & Lacey	CBS	17.1/28
24.	Falcon Crest	CBS	16.9/39
25.	Head of the Class	ABC	16.7/24
26.	Perfect Strangers	ABC	16.2/25
27.	L.A. Law	NBC	15.9/28
28.	World Series, pregame 4	NBC	15.8/26
29.	Knots Landing	CBS	15.6/23
30.	ALF	NBC	15.6/23
31.	Officer & Gentleman	NBC	15.3/25
32.	The Natural	NBC	15.2/26
33.	Simon & Simon	CBS	14.8/22
34.	Hotel	ABC	14.6/24
35.	Easy Street	NBC	14.5/21
36.	NFL Football (Sun.)	NBC	14.4/24
37.	The B.R.A.T. Patrol	ABC	14.4/21
38.	Charlie Brown Special	CBS	14.3/24
39.	Magnum P.I.	CBS	14.1/21
40.	A Team	NBC	14.0/24
41.	Our House	NBC	13.9/21
42.	Garfield Special	CBS	13.7/24
43.	AIDS Hits Home	CBS	13.6/20
44.	Johnnie Mae Gibson: FBI	CBS	13.3/20
45.	MacGyver	ABC	13.1/20
46.	Equalizer	CBS	12.9/21
47.	Webster	ABC	12.7/22
48.	Mr. Belvedere	ABC	12.5/21
49.	Amazing Stories	NBC	12.4/18
50.	The Wizard	CBS	11.7/17
51.	Jack & Mike	ABC	11.5/19
52.	Kay O'Brien	CBS	11.4/19
53.	20/20	ABC	11.3/19
54.	Spenser: For Hire	ABC	11.2/18
55.	Sledge Hammer	ABC	11.0/18
56.	Colbys	ABC	10.7/16
57.	Psycho II	CBS	10.2/17
58.	Downtown	CBS	9.7/16
59.	Starman	ABC	9.6/17
60.	Sidekicks	ABC	9.4/15
61.	Heart of the City	ABC	9.3/15
62.	Life With Lucy	ABC	8.7/15
63.	Ellen Burstyn Show	ABC	8.2/13
64.	Our World	ABC	5.9/9

*indicates premiere episode

27.

■ WGFW (1580 khz) Morovis, P.R.—Seeks CP to operate experimental synchronous station at Manati, P.R., simultaneously with WGFW Morovis, P.R., on same frequency, with 100 w. App. Oct. 24.

Accepted

■ KRML (1410 khz) Carmel, Calif.—Seeks MP to change TL. App. Oct. 22.

■ WRCP (1290 khz) Providence, R.I.—Seeks CP to make changes in ant. sys. App. Oct. 22.

■ KIXI (880 khz) Mercer Island, Wash.—Seeks mod. of lic. to move SL to 113 Dexter Ave., Seattle. App. Oct. 22.

FM's

Tendered

■ *WCWS-FM (91.9 mhz) Wooster, Ohio—Seeks CP to change freq. to 90.9 mhz and change ERP to 3 kw. App. Oct. 24.

Accepted

■ WLHQ (96.9 mhz) Enterprise, Ala.—Seeks CP to change TL and change HAAT to 1,026.64 ft. App. Oct. 27.

■ KSEQ (97.1 mhz) Visalia, Calif.—Seeks CP to change ERP to 17 kw and change HAAT to 777.36 ft. App. Oct. 22.

■ KYOU (92.5 mhz) Greeley, Colo.—Seeks CP to change TL; change ERP to 45 kw, and change HAAT to 1,300 ft. App. Oct. 22.

■ WASH (97.1 mhz) Washington—Seeks CP to change ERP to 26 kw. App. Oct. 22.

■ WLEQ (96.1 mhz) Bonita Springs, Fla.—Seeks CP to change TL and change HAAT to 1,122 ft. App. Oct. 22.

■ WATD-FM (95.9 mhz) Marshfield, Mass.—Seeks CP to install aux. sys. App. Oct. 22.

■ WIQB (102.9 mhz) Ann Arbor, Mich.—Seeks CP to install aux. sys. App. Oct. 22.

■ WSNX-FM (104.5 mhz) Muskegon, Mich.—Seeks mod. of CP to change TL and change HAAT to 593.02 ft. App. Oct. 22.

■ WKNZ (101.7 mhz) Collins, Miss.—Seeks mod. of lic. to move SL outside community of lic. App. Oct. 22.

■ KZBC (102.3 mhz) Kearney, Neb.—Seeks mod. of CP to change TL. App. Oct. 27.

■ WVLT (92.1 mhz) Vineland, N.J.—Seeks mod. of lic. to install transmission sys. App. Oct. 24.

■ KBOM (107.1 mhz) Los Alamos, N.M.—Seeks mod. of CP to move SL outside community of lic. App. Oct. 22.

■ WROQ-FM (95.1 mhz) Charlotte, N.C.—Seeks CP to install aux. sys. App. Oct. 22.

■ WHKY-FM (102.9 mhz) Hickory, N.C.—Seeks mod. of CP to change TL; change ERP to 42.4 kw, and change HAAT to 1,385 ft. App. Oct. 22.

■ WKKI (94.3 mhz) Celina, Ohio—Seeks mod. of CP to change ERP to 1.62 kw. App. Oct. 22.

■ KINK (101.9 mhz) Portland, Ore.—Seeks CP to install aux. sys. App. Oct. 22.

■ WNMB (105.5 mhz) North Myrtle Beach, S.C.—Seeks mod. of CP to change TL; change ERP to 2.55 kw, and change HAAT to 350.96 ft. App. Oct. 22.

■ WSBP (92.1 mhz) Saluda, S.C.—Seeks mod. of CP to change ERP to 3 kw; change HAAT to 328 ft.; and move SL outside community of lic. App. Oct. 22.

■ KJOJ (106.9 mhz) Conroe, Tex.—Seeks mod. of CP to change TL and change HAAT to 1,128.32 ft. App. Oct. 27.

■ KELT-FM (92.5 mhz) Harlingen, Tex.—Seeks CP to change TL and change HAAT to 1,188.67 ft. App. Oct. 22.

■ WXXX (95.3 mhz) South Burlington, Vt.—Seeks mod. of lic. to move SL to Hotel Vermont, Main Street, Burlington. App. Oct. 27.

■ WVIS (106.1 mhz) Christiansted St. Croix, V.I.—Seeks mod. of CP to change ERP to 50 kw. App. Oct. 27.

TV's

Accepted

■ KTSF (ch. 26) San Francisco—Seeks CP to move SL outside community of lic. App. Oct. 21.

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change HAAT to 1,371.04 ft. App. Oct. 24.

■ WVII-TV (ch. 7) Bangor, Me.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw and change HAAT to 819 ft. App. Oct. 24.

■ *WHED-TV (ch. 15) Hanover, N.H.—Seeks CP to change ERP to vis. 88.25 kw. App. Oct. 21.

■ KVIJ-TV (ch. 8) Sayre, Okla.—Seeks CP to change ERP to vis. 131.5 kw, aur. 26.3 kw. App. Oct. 21.

Actions

AM's

■ WYNI (1510 khz) Monroeville, Ala.—Granted app. to change freq. to 930 khz and make changes in ant. sys. Action Oct. 15.

■ KOOL (960 khz) Phoenix—Granted app. to change TL. Action Oct. 15.

■ WPSL (1590 khz) Port St. Lucie, Fla.—Granted app. to increase power to 5 kw. Action Oct. 15.

■ WCZE (820 khz) Chicago—Dismissed app. to change TL. Action Oct. 16.

■ KPRM (870 khz) Park Rapids, Minn.—Granted app. to increase transmitter input power to 550 w. Action Oct. 16.

■ WJMX (970 khz) Florence, S.C.—Granted app. to increase night power to 3 kw; change TL, and make changes in ant. sys. Action Oct. 21.

■ WSKT (1580 khz) Knoxville, Tenn.—Returned app. to change freq. to 1180 khz and change power to 500 w. Action Oct. 20.

■ KSKY (660 khz) Dallas—Granted app. to operate transmitter by remote control. Action Oct. 14.

■ WSPC (1140 khz) St. Paul, Va.—Returned app. to increase day power to 2.5 kw. Action Oct. 20.

FM's

■ KAUL-FM (102.3 mhz) Sheridan, Ark.—Dismissed app. to change HAAT to 298.5 ft. Action Oct. 16.

■ KFNC (105.5 mhz) Stuttgart, Ark.—Returned app. to change TL and change HAAT to 324.4 ft. Action Oct. 16.

■ KRZQ-FM (96.5 mhz) Tahoe City, Calif.—Granted app. to change TL; change ERP to 850 w, and change HAAT to 2,965.12 ft. Action Oct. 20.

■ KHIH (94.7 mhz) Boulder, Colo.—Granted app. to change DA pattern. Action Oct. 16.

■ *KRCC (91.5 mhz) Colorado Springs—Granted app. to change ERP to 1 kw and change TL. Action Oct. 20.

■ KRDZ (900 mhz) Del Norte, Colo.—Granted app. to change TL. Action Oct. 14.

Summary of broadcasting
as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Edward G. Atsinger, III and Stuart W. Epperson
acting on behalf of
Salem Media of Oregon, Inc.
have acquired Radio Stations
KPDQ-AM/FM
Portland, Oregon
from
Inspirational Broadcasting Corporation
John W. Davis, II, President
for
$6,500,000
Our Associate **Elliot B. Evers** represented the Seller in this transaction, and assisted both parties in negotiations.
CHAPMAN ASSOCIATES
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